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# 快消品行业消费者行为分析

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## 摘 要

随着我国经济的迅速发展，快速消费品市场作为高度开放的竞争市场，受到前所未有的市场竞争。快消品行业作为拥有最大消费群体的市场，了解消费者才是企业生存的关键。因此，针对消费者在快消品行业的消费行为进行分析，得出消费者具有求廉和求便等购买动机；消费者的购买偏好和购买习惯对消费者的购买意愿具有影响；消费者具有购买频率较快以及易冲动购买。进而提出实施价格策略、增强消费者购买的便利性、增强消费者品牌偏好、进行品牌广告宣传增强购买习惯、实施广泛营销策略以及增强产品展示生动化等营销策略，来促进消费者在快消品行业的消费并以此来提高我国快消费行业销售额的整体增长。

**关键词：**快速消费品；消费者行为；购买动机；购买行为

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## Abstract

With the rapid development of Chinese economy, FMCG market, as a highly open competitive market, is facing unprecedented market competition. As the market with the largest consumer group, the key to the survival of enterprises is to understand consumers. Therefore, based on the analysis of consumer behavior in FMCG industry, it is concluded that consumers have the purchase motivation of seeking low price and convenience; consumers' purchase preferences and habits have an impact on consumers' purchase intention; consumers have fast purchase frequency and impulse purchase. Then it puts forward some marketing strategies, such as the implementation of price strategy, the enhancement of the convenience of consumers' purchase, the enhancement of consumers' brand preference, the promotion of brand advertising, the enhancement of purchase habits, the implementation of extensive marketing strategy and the enhancement of vivid display of products, to promote consumers' consumption in the FMCG industry and thus to improve the overall growth of sales in the FMCG industry in China.

**Key words:** Fast moving consumer goods;Consumer behavior;Purchase motivation;Purchase behavior

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